

AMENDMENTS TO CLAIMS

This listing of all claims will replace all prior versions, and listings of claims in the application:

- 1 1-48. (canceled)
- 1 49. (currently amended) A display apparatus, comprising:
 - 2 a product card configured to receive printing, ~~wherein the product card includes an area~~
 - 3 ~~defined by a perforation;~~
 - 4 ~~a case having a closable flap; and the case being closable with a snap, the snap including~~
 - 5 ~~a fastener having a first portion and a second portion, wherein the first portion is being~~
 - 6 ~~coupled to a stationary portion of the case, and the second portion is coupled to a closable flap of~~
 - 7 ~~the case; and the second portion having a fastener anchor that couples the second portion of the~~
 - 8 ~~fastener to the product card and to the closable flap.~~
 - 9 ~~means for removably attaching the product card to the case, wherein the means for~~
 - 10 ~~removably attaching the product card to the case includes couples the closable flap of the case to~~
 - 11 ~~the perforated area of the product card with the second portion of the snap, such that the area~~
 - 12 ~~defined by the perforation is removed from the product card when the case is removed from the~~
 - 13 ~~product card.~~
- 1 50. (currently amended) The display apparatus as claimed in claim 49 wherein the case
- 2 comprises a ~~transparent~~ flexible film from which the closable flap is formed and a rigid frame for
- 3 inhibiting collapse of the case.
- 1 51. (currently amended) The display apparatus as claimed in claim 50 wherein the
- 2 ~~transparent~~ flexible film is wrapped around the rigid frame.
- 1 52. (original) The display apparatus as claimed in claim 51 wherein the rigid frame
- 2 comprises end portions of the case.
- 1 53. (original) The display apparatus as claimed in claim 52 wherein the rigid frame further
- 2 comprises a spanning member for holding the end portions in fixed positions with respect to one
- 3 another.

1 54. (original) The display apparatus as claimed in claim 53 wherein the rigid frame further
2 comprises a nose piece portion for positioning eyewear within the case.

1 55. (new) The display apparatus as claimed in claim 49 wherein the fastener comprises a
2 snap.

1 56. (new) The display apparatus as claimed in claim 49 wherein an area of the product card
2 defined by a perforation is coupled to the fastener anchor such that the area defined by the
3 perforation is removed from the product card when the product card is removed from the case.

1 57. (new) The display apparatus as claimed in claim 49 wherein an area of the product card
2 that surrounds the fastener anchor is removed when the product card is removed from the case.

1 58. (new) The display apparatus as claimed in claim 49 wherein the area of the product card
2 removed when the product card is removed from the case is defined by a perforation that
3 surrounds the fastener anchor.

1 59. (new) The display apparatus as claimed in claim 50 wherein the film is transparent.

1 60. (new) The display apparatus as claimed in claim 50 wherein one or more material
2 properties of the flap are different from material properties of other portions of the case.

1 61. (new) The display apparatus as claimed in claim 49 wherein a portion of the product card
2 overlaps a portion of the closable flap when the closable flap is in an open position.

1 62. (new) The display apparatus as claimed in claim 49 wherein the product card remains
2 coupled to the closable flap when the closable flap is in an open position.

1 63. (new) A display apparatus comprising:
2 a flexible film comprising a flap; and
3 a rigid frame, the flexible film being wrapped around and secured to the rigid frame to
4 form a closable case, the flexible film forming sides of the case and the rigid frame forming end
5 portions of the case and the flap being closable over an opening for the case.

1 64. (new) The display apparatus as claimed in claim 63 wherein the frame further comprises
2 a spanning member for holding the end portions in fixed positions with respect to one another.

1 65. (new) The display apparatus as claimed in claim 63 wherein the rigid frame further
2 comprises a nose piece portion for positioning eyewear within the case.

1 66. (new) The display apparatus as claimed in claim 63 wherein the film is secured to the
2 frame at four points.

1 67. (new) The display apparatus as claimed in claim 63 wherein the film is secured to the
2 frame with pins.

1 68. (new) The display apparatus as claimed in claim 63 further comprising a fastener for
2 removably attaching the flap of the flexible film over the opening of the case, the fastener
3 including a first portion coupled to a section of the film other than the flap and a second portion
4 coupled to the flap.

1 69. (new) The display apparatus as claimed in claim 68 further comprising a product card
2 that is removably coupled to the second portion of the fastener.

1 70. (new) The display apparatus as claimed in claim 69 wherein an area of the product card
2 defined by a perforation is coupled to the second portion of the fastener such that the area
3 defined by the perforation is removed from the product card when the product card is removed
4 from the case.

1 71. (new) The display apparatus as claimed in claim 69 wherein an area of the product card
2 that surrounds the second portion of the fastener is removed when the product card is removed
3 from the case.

1 72. (new) The display apparatus as claimed in claim 69 wherein the area of the product card
2 removed when the product card is removed from the case is defined by a perforation that
3 surrounds the second portion of the second portion of the fastener.

1 73. (new) The display apparatus as claimed in claim 69 wherein a portion of the product card
2 overlaps a portion of the flap when the flap is in an open position.

1 74. (new) The display apparatus as claimed in claim 69 wherein the product card remains
2 coupled to the flap when the flap is in an open position.

1 75. (new) A method of assembling a display apparatus, comprising:
2 assembling a case, the case being closable with a fastener;
3 coupling a first portion of the fastener to a stationary portion of the case; and
4 coupling a second portion of the fastener to both a closable portion of the case and a
5 removable product card.

1 76. (new) The method as claimed in claim 75 wherein the closable portion of the case
2 comprises a flexible flap.

1 77. (new) The method as claimed in claim 75 wherein the second portion of the fastener is
2 coupled to an area of the product card defined by a perforation, such that the area defined by the
3 perforation is removed from the product card when the product card is removed from the case.

1 78. (new) The method as claimed in claim 77 wherein an area of the product card that
2 surrounds the second portion of the fastener is removed when the product card is removed from
3 the case.

1 79. (new) The method as claimed in claim 77 wherein the area of the product card removed
2 when the product card is removed from the case is defined by a perforation that surrounds the
3 second portion of the fastener.

1 80. (new) The method as claimed in claim 75 wherein the fastener comprises a snap.

1 81. (new) The method as claimed in claim 75 wherein the case comprises a flexible film from
2 which the closable flap is formed and a rigid frame for inhibiting collapse of the case.

1 82. (new) The method as claimed in claim 81 wherein assembling the case includes wrapping
2 the flexible film around the rigid frame.

1 83. (new) The method as claimed in claim 81 wherein the rigid frame forms end portions of
2 the case.

1 84. (new) The method as claimed in claim 83 wherein the frame further comprises a spanning
2 member for holding the end portions of the frame in fixed positions with respect to one another.

1 85. (new) The method as claimed in claim 81 wherein the frame further comprises a nose
2 piece portion for positioning eyewear within the case.

1 86. (new) The method as claimed in claim 75 wherein the product card includes an aperture,
2 the aperture configured to allow the product card to be hung for display.

1 87. (new) The method as claimed in claim 75 wherein the product card is configured to
2 receive printing.

1 88. (new) The method as claimed in claim 75 wherein a portion of the removable product
2 card overlaps a portion of the closable portion of the case when the closable portion of the case is
3 in an open position.

1 89. (new) The method as claimed in claim 75 wherein the removable product card remains
2 coupled to the closable portion of the case when the closable portion of the case is in an open
3 position.

1 90. (new) A method of assembling a display apparatus including a case, comprising:
2 forming ends of the case with a rigid frame;
3 forming sides of the case with a flexible film by wrapping the film around the frame; and
4 securing a first portion of the film to the frame while allowing a second portion of the
5 film to remain free, the second portion of the film forming a flap, the flap being closable over an
6 opening of the case.

1 91. (new) The method as claimed in claim 90 further comprising:
2 coupling a first portion of a fastener to the first portion of the film; and coupling a second
3 portion of the fastener to both the flap and a product card such that the fastener allows the flap to
4 be secured in a recloseable manner over the opening of the case.

1 92. (new) The method as claimed in claim 91 wherein the second portion of the fastener is
2 coupled to an area of the product card defined by a perforation, such that the area is removed
3 from the product card when the case is removed from the product card.

4 93. (new) The method as claimed in claim 91 wherein an area of the product card that
5 surrounds the fastener second portion of the fastener is removed when the product card is
6 removed from the case.

1 94. (new) The method as claimed in claim 91 wherein the area of the product card removed
2 when the product card is removed from the case is defined by a perforation that surrounds the
3 second portion of the fastener.

1 95. (new) The method as claimed in claim 91 wherein the fastener comprises a snap.

1 96. (new) The method as claimed in claim 90 wherein the first portion of the film is secured
2 to the frame with pins.

1 97. (new) The method as claimed in claim 90 wherein the frame further comprises a spanning
2 member for holding end portions of the frame in a fixed position with respect to one another.

1 98. (new) The method as claimed in claim 91 wherein a portion of the product card overlaps
2 the flap when the flap is in an open position.

1 99. (new) The method as claimed in claim 91 wherein the product card remains coupled to
2 the flap when the flap is in an open position.